



Impact of the activities of the  
Guggenheim Museum Bilbao  
on the economy of the  
Basque Country 1997-2000

## Introduction

This document summarizes the results of the survey carried out by the Guggenheim Museum Bilbao in order to estimate the economic impact of its activities on the economy of the Basque Country, since inauguration of the Museum in October 1997 to December 31 2000.

## Main results

1. During the period October 19 1997 to December 31 2000, the Museum had a total of 3,600,000 visitors. Of these, 83% came to Bilbao exclusively to see the Museum or, having come for different reasons, extended their stay in order to visit it.
2. The direct spending by visitors in the Basque Country amounted to more than 100,000 million pesetas, which represents an average spending of 28,900 pesetas per person. The sectors that have benefited most from the trade generated by the Museum are as follows:
  - Catering: 35,191 million pesetas in restaurants, bars and cafeterias.
  - Shopping: 26,055 million pesetas in shops and stores.
  - Accommodation: 23,263 million pesetas in hotel establishments.
  - Transport: 5,869 million pesetas in gasoline, highway tolls, etc.
3. This direct spending has represented the generation of added value and wealth in the economy of the Basque Country amounting to more than 80,000 million pesetas of GDP.
4. This generation of wealth implies the maintenance of an annual average of 4,000 jobs. It should be pointed out that this figure does not indicate the number of jobs created but the jobs that are maintained due to the activities generated by the existence of the Guggenheim Museum Bilbao.
5. For the Basque Treasury Departments, this additional economic activity has represented more than 15,000 million pesetas of additional revenue in the form of VAT, Company Tax and Income Tax.

The most relevant figures are summarized in the following table:

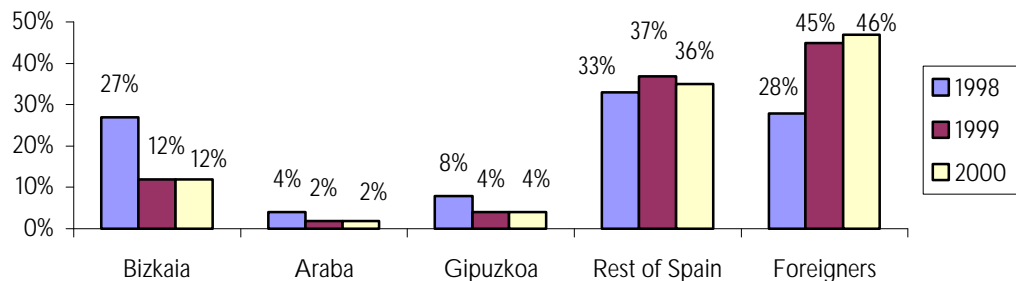
	1997	1998	1999	2000	Total
No. visitors	260,000	1,307,000	1,058,000	975,000	3,600,000
Estimated impact					
Direct expenditure	6,750	31,680	33,743	31,930	104,103
Generation of GDP	5,244	24,612	26,215	24,806	80,877
Maintenance of employment	832	3,906	4,161	3,937	4,000
Treasury Dept. revenue	977	4,586	4,885	4,623	15,071

## Methodology

This survey was based on the model drawn up by the consultants KPMG Peat Marwick in 1998 in accordance with the following methodology:

1. A survey conducted among a total of 1,208 visitors to the Museum during the months of June and July 1998, in order to determine the reasons why they had come to Bilbao and to estimate an expenditure profile of visitors (in hotels, restaurants, stores, transport, etc.) according to their geographical origins. The profiles only take into consideration the expenditure of visitors within the Basque Country, in addition to the contributions that companies and other agents make to the Museum.

Furthermore, the geographical origin of visitors is updated in accordance with the surveys carried out periodically in the Museum, although for 1997 the figure was based on the geographic origin data for 1998.



2. The effect of the activities of the Museum on the macroeconomic aggregates of GDP and Employment is estimated based on this expenditure and bearing in mind the multipliers in the Input/Output tables for Tourism in the Autonomous Community of the Basque Country.
3. Based on the GDP generated, an estimate is made of the amount paid into the Basque Treasury Departments through the collection of taxes on the activity generated by the Museum.